

## NOTICE

A meeting of the City of Evansville Economic Development Committee will be held on the date and at the time and location stated below. Meetings are typically held the 3<sup>rd</sup> Monday of each month. Notice is given that members of the City Council might be in attendance. Requests for persons with disabilities who need assistance to participate in this meeting should be made by calling City Hall: (608)-882-2266 with as much advance notice as possible. The meeting will also be held virtually in response to COVID-19. To participate via video, go to this website: <https://meet.google.com/kwi-pdcb-xnj>. To participate via phone, call this number: 1 347- 754-4157 and enter PIN: 382 008 665# when prompted. (Your microphone may be muted automatically)

### City of Evansville **Economic Development Committee**

#### Regular Meeting

31 S Madison, Evansville, WI 53536

Monday, November 15, 2021, 6:00 p.m.

#### **AGENDA**

1. Call to Order
2. Roll Call
3. Motion to approve agenda
4. Motion to waive the reading of the minutes of the October 18, 2021 regular meeting and approve them as printed.
5. Civility Reminder
6. Citizen appearances, other than listed agenda items
7. Monthly Reports
  - A. Community Development Update
  - B. Chamber of Commerce Report
  - C. Tourism Commission Report
    1. Grants Received
    2. Holiday Lighting
8. Old Business
  - A. Update on Council Action of Gold Shovel Certification Submittal and Marketing Plan for 551 S County Road M (Parcel 6-27-1150)
10. Next Meeting Dates: December 20, 2021 at 6:00 pm
11. Motion to Adjourn

*-James Brooks, EDC Chair*



These minutes are submitted by the Community Development Director and are not official until approved by the City of Evansville Economic Development Committee.

City of Evansville **Economic Development Committee**  
**Monday, October 18, 2021, 6:00 PM**  
*Meeting held virtually*

**MINUTES**

**1. Call to Order** Brooks called meeting to order at 6:04pm

**2. Roll Call:**

	<b>Present/Absent</b>	<b>Others Present</b>
Chair James Brooks	P	City Administrator Jason Sergeant
Ben Ladick	P	Bill Lathrop, Evansville Today
Vacant	-	
Jason Knott	A	
Abbey Barnes	P	
Sue Berg	P	
Brandon Rutz	P	

**3. Motion to Approve Agenda by Berg, seconded by Barnes, approved unanimously.**

**4. Motion to waive the reading of the minutes of the September 20, 2021 meeting and approve them as printed by Berg, seconded by Ladick, approved unanimously.**

**5. Civility Reminder** Brooks reminded the committee of the City’s commitments to civil discourse.

**6. Citizen Appearances, other than listed agenda items.** None

**7. Monthly Report**

**A. Community Development Updates.** Sergeant shared his report.

**B. Chamber of Commerce Report** – None

**C. Tourism Commission Report:** Berg shared recent updates including mural group applied for grants.

**8. New Business**

**A. Updates of Gold Shovel Certification Submittal and Marketing Plan for Parcel 6-27-1150.** Rutz shared a question from MadREP regarding price will need to go through council review

**9. Other Business.**

A. Review and Motion to Adopt 2022 Committee Goals by *Ladick*, seconded by *Barnes*, approved unanimously.

10. Next Meeting Dates: November 22, 2021 at 6:00pm

11. Motion to Adjourn by *Berg*, seconded by *Ladick*, approved unanimously.



# Community Development Updates

November 15, 2021 Colette Spranger, Community Development Director

## Recent and ongoing community development activities:

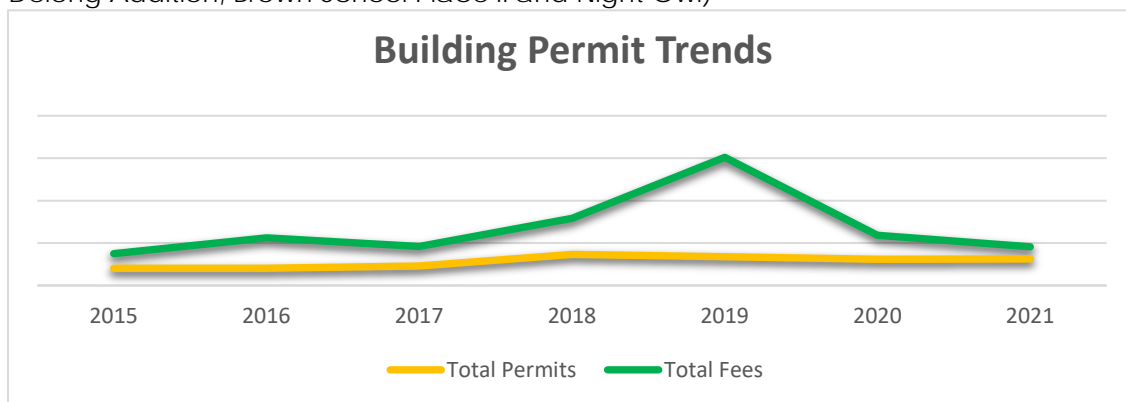
- Community Development Director Colette Spranger began work on November 1<sup>st</sup>. Her first month will be spent learning the ropes and getting iWorq (online permitting system) up and running.
- Revised Gold Shovel Application for 551 South County Road M approved by Common Council

## Plan Commission Updates:

- Reviewed outstanding zoning permit compliance issues at Windmill Ridge, Landmark, and Brown School Place

## Other Updates:

- **West Side Park, Aquatic Center and Splashpad:** Public comment period ended on November 14<sup>th</sup>. MSA will compile responses.
- **Building Permit Updates:**
- 2021 Total to date: 313 permits and \$45,574 in collected permit fees
- 2020 Totals: 310 permits and \$59,764 in collected permit fees
- 2019 totals: 338 Permits and \$151,861 in collected permit fees (Includes ECSD building improvements and construction)
- 2018 Totals: 366 permits and \$ 79,549.5 in collected permit fees (Includes Library building improvements and construction)
- 2017 Totals: 230 permits and \$ 46,451 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)
- 2016 Totals: 205 permits and \$ 56,440.54 in collected permit fees (Includes Delong Addition, Brown School Place II and Night Owl)



## 2022 Economic Development Committee Goals and Action Items

### Goals

- A. Increase Business Retention Efforts
- B. Increase Business Recruitment Efforts
- C. Consolidate Economic Development Efforts

### Action Items

- Design and implement a marketing effort for City Businesses that includes advertising and coordination of business listings on a promoted website. (A)
- Expand frequency and number of assisted BRE visits (A)
- Expand economic development marketing efforts (A)
  
- Build-out website to contain “business resource database.” (B)
- Create and Implement Marketing Plan for Gold Shovel (B)
- Update Available Properties Database annually (B)
- Build out “Site Selector Resource Database” (B)
  
- Educational discussions on Incentives and regional partners (C)
- “Economic Development 101” Strategy Session with EDC (C)
- Support Comprehensive Plan Amendment (C)
- Identify preferred uses and concepts for city owned sites. (C)
- Understand economic development opportunities with West Side Park and pool, as well as re-purposed park buildings (C)

### Economic Development Budget

Account Numbers	Account Titles	Account Details	2021 Budget	2021 Actual	2022 Proposed
10-56820-210	<b>Professional Services</b>	Gold Shovel	<b>\$4,500</b>	\$1,173	<b>\$4,500</b>
		Engineering			
		Recruitment Services			
10-56820-300	<b>Economic Development Expenses</b>	Avail. Prop. Database - \$3,000	<b>\$5,900</b>	\$32	<b>\$5,900</b>
		Website Improvements - \$2,000			
		Other - \$1,000			
10-56820-305	<b>Membership Dues</b>	Connect Communities- \$200	<b>\$3,000</b>	\$2,500	<b>\$3,000</b>
		Chamber of Commerce - \$250			
		Other - \$2500			
10-56820-400	<b>Plan Implementation</b>	Smart and Other Plan Goals	<b>\$1,000</b>	-	<b>\$1,000</b>
10-56820-410	<b>Economic Development Marketing</b>	Chamber of Commerce Community Guide - \$1,000	<b>\$1,000</b>	-	<b>\$5,000</b>
		Local Business Marketing			
10-56820-420	<b>Print Materials</b>	Signage, Profile Sheets, etc.	<b>\$1,000</b>	-	<b>\$1,000</b>
10-56820-720	<b>BIG</b>	Building Improvement Grants	<b>\$3,000</b>	\$2,000	<b>\$3,000</b>
		<b>Total</b>	<b>\$19,400</b>	\$2,500	<b>\$23,400</b>

**City of Evansville  
Evansville Tourism Commission  
November 2021 Summary Submitted by Sue Berg**

The Evansville Tourism Commission does not meet in November.

The Evansville Fund awarded both grant applications. One was submitted by Jim Brooks on behalf of the holiday lights project and the second was submitted by Nancy Nelson and Sue Berg on behalf of the community murals project.



The City is making improvements on its website and invited feedback from Tourism Commission members.

Potential upcoming events that may attract visitors are:

- a. November 19-20 Olde Fashioned Christmas
- b. February 26 Chili Cookoff

Next meeting date for the Evansville Tourism Commission is December 9.





# Marketing Plan for 551 S County Rd M Gold Shovel Site

## Process Overview

Once the City owned site located at 551 S County Rd M has been gold shovel certified the City should market the site to gain awareness with the hopes of garnering a potential business suitable for the site.

A two-part marketing approach is recommended. The first part, marketing the site to businesses that will utilize the available rail line adjacent to the site, should be a 3-year effort. After that time, if there are no viable rail users for the site, the City should reassess their goals and either continue to focus on rail businesses or open up their marketing efforts to include businesses that may not utilize the available rail access.

When marketing this site the City should first look to the easy wins that can generate awareness of the site to the right people in the right locations; all while utilizing cost effective tools. Setting up the marketing efforts correctly from the start will also allow the City to be more effective in their marketing if/once they decide to devote additional resources to marketing the site.

The marketing plan depicting on the next couple pages are recommendations for the first three years of marketing, or part one, marketing the site to users that will utilize the available rail access. The recommended plan is split up into quarterly efforts starting in year 2022.

## Marketing Items and Timeline

The timelines below are split up into two lists of marketing efforts. The first list are efforts that are relatively low cost and have the highest impact on marketing the site. The second list are efforts that will require increased costs and resources and should be considered once most, if not all, of the first list of marketing efforts are complete.

### Low Cost - High Impact Marketing Efforts

The below items should be executed upon gold shovel certification and depending on the effort may need to be revisited on an annual basis.

Marketing Steps	2022				2023				2024			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1. Talk with utility personnel to understand the advantages of our municipal utility. Any advantages should be documented and communicated on the City's webpage.	X											
2. Research advantages of Evansville. Any new rankings, quotes, or information that might be important to share should be stored in a single location and included on the City's webpage.	X											
3. Create a landing page on the City's website for the site. This should be the hub of the City's site/city advantages and will be used to track the success of future marketing efforts.	X											
4. Update the site sell sheet. This should be a 2-page sheet with site/city advantages. It should also include a QR code to direct the viewer to the City's webpage.	X											
5. Create a physical sign for the site that includes a QR code to the City's webpage.	X											
6. Create a press release with details on the site and its gold shovel certification. Send the press release to all local news outlets.	X											
7. Post gold shovel certification news on the City's social media platforms with links to the City's webpage.	X				X				X			
8. Formally send site info to the Chamber and ask for marketing assistance.	X				X				X			
9. Formally send site info to MadREP and ask for marketing assistance as well as inclusion on their GIS platform.	X				X				X			
10. Formally send site info to Rock County and ask for marketing assistance as well as inclusion on their GIS platform.	X				X				X			
11. Attempt to list site on WEDC's GIS platform.	X				X				X			
12. List the site on the LOIS GIS platform.	X				X				X			
13. List the site on Union Pacific's GIS platform and ask for marketing assistance.	X				X				X			
14. Research and list the site on other GIS platforms. Ask Rock County, MadREP, Union Pacific, and WEDC for ideas.	X				X				X			

### Higher Cost Marketing Efforts

Once the steps above have been accomplished the City can then think about whether they would like to devote additional resources to marketing the site. Below are some potential avenues that this could be accomplished.

Marketing Steps	2022				2023				2024			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1. Research Local/Regional Events. Ask James Otterstein about local and regional conferences and events to attend that would help market the site. This may also include some online research to uncover events.		X										
a. Attend Events			X	X	X	X	X	X	X	X	X	X
2. Attend economic development conferences and actively market the site while attending.				X		X		X		X		X
3. Identify site selectors and commercial real estate individuals that work within the sectors that the City would be interested in. Marketing lists can be purchased from various sources and then scrubbed to focus on the City's needs.			X									
4. Communicate regularly with identified site selectors and commercial real estate individuals.				X	X	X	X	X	X	X	X	X
5. Identify expanding regional businesses that might be a good fit for the site. This can be accomplished through online research of major employers in the area/region or through the purchase of business lists from various sources.				X								
a. Attend events that identified businesses will be at and communicate regularly.					X		X		X		X	
6. Research industry trade organizations that would fit sectors the City is interested in attracting. This would involve online research and asking regional partners. A good one to start with might be Wisconsin Manufacturing Extension Partnership (WMEP).				X								
7. Attend identified trade conferences and actively market the site while attending.					X		X		X		X	
8. Obtain business lists from identified trade organizations either through their website, purchase, or conference attendees. This may also include other online resources.					X							
9. Execute a direct marketing campaign to identified businesses, site selectors, and commercial real estate individuals. This would require additional creative expertise and design to come up with an effective campaign.						X	X			X	X	
10. Identify trade publications that might reach business sectors the City desires for the site. This would involve online research and asking regional partners or trade organizations.						X						
11. Execute an advertisement campaign in identified trade publications. Again, this would require additional creative expertise to design and effective advertisement.							X	X			X	X